

CLAIMS

I claim:

1    1. A system comprising:

2                 a personal record comprising a personal profile about a subject and a message  
3                 filtering policy determined by the subject;

4                 an anonymity service, the anonymity service being an intermediary between the  
5                 subject and a message sponsor, the message sponsor desiring to send a message to the  
6                 subject based on the personal record;

7                 a message deposit sent to the anonymity service by the message sponsor wherein  
8                 the message deposit comprises the message, a message targeting specification, and a  
9                 message profile;

10                a database maintained by the anonymity service, the personal record being stored  
11                in the database in an encrypted state, the anonymity service having an access to the  
12                personal record only in the encrypted state;

13                a resident application residing on a client device under control of the subject, the  
14                resident agent managing access to the personal record in an unencrypted state;

15                a quarantine memory, the quarantine memory being a secure area of system  
16                memory on the client device; and

17                a session agent to perform a database operation on the personal record in the  
18                unencrypted state in the quarantine memory.

19    2. The system of claim 1 wherein the database operation comprises:

20                a database query which compares the message profile to the message filtering  
21                policy; and

22                a database query which compares the personal profile to the message targeting  
23                specification.

24    3. The system of claim 1 further comprising:

25                a query result sent to the anonymity service from the resident application;

26                a message delivery sent from the anonymity service to the resident application;

27                and

28                a delivery confirmation sent from the resident application to the anonymity  
29                service.

- 1       4. The system of claim 1 wherein the database operation comprises a data record
- 2              modification.
- 3       5. The system of claim 1 wherein the database operation comprises a schema migration.
- 4       6. The system of claim 1 further comprising a delivery notification sent from the anonymity
- 5              service to the sponsor wherein the delivery notification comprises:
  - 6                  an anonymous proof of delivery;
  - 7                  an anonymous response from the subject; and
  - 8                  an anonymous payment record.
- 9       7. The database operation of claim 2 further comprising an interactive response from the
- 10             subject.
- 11       8. A method comprising:
  - 12                  maintaining a personal record belonging to a subject in a centralized database in
  - 13                  an encrypted form, the personal record comprising a personal profile and a message
  - 14                  filtering policy; and
  - 15                  distributing a database operation from the centralized database to a client device
  - 16                  when the database operation is performed on the personal record in an unencrypted form.
- 17       9. The method of claim 8 wherein distributing the database operation from the centralized
- 18             database to the client device comprises:
  - 19                  downloading a session agent by a resident application, the resident application
  - 20                  being resident on the client device, the session agent comprising a software update, the
  - 21                  personal record, and an encryption key; and
  - 22                  performing a database query by the session agent on the personal record in an
  - 23                  unencrypted form.
- 24       10. The method of claim 8 wherein the client device comprises a device capable of sending
- 25             and receiving a signal over a digital network, the client device being under a physical
- 26             control of the subject.
- 27       11. The method of claim 8 further comprising establishing an intermediary between the
- 28             subject and a message sponsor for the purpose of allowing the message sponsor to send a
- 29             message to the subject based on the personal profile while maintaining an anonymity of
- 30             the subject.

1       12. The method of claim 11 wherein establishing the intermediary between the subject and  
2       the message sponsor comprises:

3             receiving a message deposit from the message sponsor, the message deposit  
4       comprising a message, a message targeting specification, and a message profile;

5             negotiating permission to deliver the message to the subject;

6             delivering the message to the subject;

7             receiving a delivery confirmation from the subject; and

8             sending the delivery confirmation to the message sponsor while maintaining  
9       anonymity of the subject.

10      13. The method of claim 12 wherein negotiating permission to deliver the message  
11       comprises:

12             performing a targeting database query wherein the message targeting specification  
13       is compared to the personal profile; and

14             performing a filtering database query wherein the message filtering policy is  
15       compared to the message profile.

16      14. The method of claim 12 further comprising:

17             accounting for a message charge to the message sponsor;

18             accounting for a message credit to the subject;

19             communicating the message charge to an external payment system; and

20             communicating the message credit to an external payment system

21      15. A machine-accessible medium comprising content that, when accessed by a machine,  
22       causes the machine to:

23             maintain a personal record belonging to a subject in a centralized database in an  
24       encrypted form, the personal record comprising a personal profile and a message filtering  
25       policy; and

26             distribute a database operation from the centralized database to a client device  
27       when the database operation is performed on the personal record in an unencrypted form.

28      16. The machine-accessible medium of claim 15 wherein causing the machine to distribute  
29       the database operation from the centralized database to the client device comprises  
30       causing the machine to:

1 download a session agent by a resident application, the resident application being  
2 resident on the client device, the session agent comprising a software update, the personal  
3 record, and an encryption key; and

4 perform a database query by the session agent on the personal record in an  
5 unencrypted form.

6 17. The machine-accessible medium of claim 15 wherein the client device comprises a  
7 device capable of sending and receiving a signal over a digital network, the client device  
8 being under a physical control of the subject.

9 18. The machine-accessible medium of claim 15 further comprising content that, when  
10 accessed by a machine, causes the machine to establish an intermediary between the  
11 subject and a message sponsor for the purpose of allowing the message sponsor to send a  
12 message to the subject based on the personal profile while maintaining an anonymity of  
13 the subject.

14 19. The machine-accessible medium of claim 18 wherein causing the machine to establish  
15 the intermediary between the subject and the message sponsor comprises causing the  
16 machine to:

17 receive a message deposit from the message sponsor, the message deposit  
18 comprising a message, a message targeting specification, and a message profile;  
19 negotiate permission to deliver the message to the subject;  
20 deliver the message to the subject;  
21 receive a delivery confirmation from the subject; and  
22 send the delivery confirmation to the message sponsor while maintaining  
23 anonymity of the subject.

24 20. The machine-accessible medium of claim 19 wherein causing the machine to negotiate  
25 permission to deliver the message comprises causing the machine to:

26 perform a targeting database query wherein the message targeting specification is  
27 compared to the personal profile; and  
28 perform a filtering database query wherein the message filtering policy is  
29 compared to the message profile.

30 21. The machine-accessible medium of claim 19 further comprising causing the machine to:  
31 account for a message charge to the message sponsor; and

- 1 account for a message credit to the subject;
- 2 communicate the message charge to an external payment system; and
- 3 communicate the message credit to an external payment system.